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1911

MONEY IN MUSHROOMS



RELIABLE information concerning Mushroom growing in cellars, stables, sheds, outhouses of all kinds (including henhouses), greenhouses, boxes, caves, tunnels, mines, etc.

Large profits realized from small beds with trifling expense, both winter and summer and intermediate seasons.

Previous experience not essential. A sensible money making business or a fascinating pastime, for both sexes, young and old.

We have grown mushrooms successfully and profitably for many years. Our experience is at your service.

Issued by the

NATIONAL SPAWN AND MUSHROOM CO.

BRIGHTON, BOSTON, MASS.

Copyright 1910,

By the National Spawn and Mushroom Co.

DELIGHTED AT WAY MUSHROOMS ARE APPEARING.

I received my spawn June 17th and spawned the bed July 2d, and I must say I am delighted the way the mushrooms are appearing. The surface of the bed is almost completely covered with mushrooms of all sizes, and I am going to pick the largest tomorrow. This is my first experience with mushroom raising and am more than pleased.

Mrs. N. S., Alamo, Mich.

IMPERIAL SPAWN GIVING GREAT SATISFACTION

It gives me great pleasure to be able to state that the Imperial Spawn I purchased from your company in August has given great satisfaction. My bed is now bearing large, meaty mushrooms and the entire surface is filled with buttons ready to burst forth at any minute.

L. E. L., Taunton, Mass.

BEEN SELLING MUSHROOMS FOR FOUR WEEKS FOR 75 and 80 CENTS PER POUND.

Well, I believe it is about time for me to write you in regard to my success in mushroom raising. I have been picking mushrooms for about four weeks and have sold them for from 75 to 80 cents per pound, which I think was a pretty good price for the season. The spawn when I got it smelt just like mushrooms and it spread finely through the beds. My experience so far has been perfectly satisfactory. Today I picked three that weighed six ounces. Selling at the price of 80 cents a pound, that means about 35 cents apiece. They are fine mushrooms with short stems.

T. A., Green Bay Wis.

Money in Mushrooms

GROW MUSHROOMS AND MAKE MONEY.

The edible mushroom is in great and increasing demand, especially in the large cities, as the fine hotels and restaurants and great numbers of private families use great quantities of them daily in all kinds of table dishes. It is a healthful and nutritious food, possessing an exquisitely delicate flavor, and is much sought after by epicures and those who like the good things of life.

Mushroom culture has been carried on in Continental Europe and Eastern Asia and surrounding countries for many years, and there thousands of the inhabitants use them daily as a substantial article of food.

The famous mushroom caves of Paris are noted the world over for their product and afford thousands of thrifty French people a means of livelihood.

Here in America we have the largest market for mushrooms in the world, with no fear of foreign competition, as all efforts to import fresh mushrooms from abroad have failed. Prices paid here are almost double those paid abroad, with no chance of their declining for many years.

Anybody with ordinary intelligence of either sex who has a good cellar or other place can successfully grow mushrooms if a few simple and reliable directions are carefully followed. There is nothing intricate or puzzling about the method of cultivating mushrooms. We have sold spawn in the United States and Canada to both young and old of both sexes, who are growing mushrooms profitably. It is not necessary to give up other occupation to start in this business. The bed can be easily made, and materials prepared in odd moments and after that the work has ended,

with the exception of an occasional watering and gathering the crop.

Winter and summer and intermediate seasons mushroom can be raised and marketed in any number.

Even on a small scale mushroom-growing pays. From crops raised in the cellar many a housewife has paid the family's grocery bill and other current expenses for the year.

Mushroom culture presents opportunities for making money that come within the reach of nearly every man, woman and child. One should not expect, however, to pick up too many dollars at once, although the beginner often has as good success as those who have been engaged many years in the business.

Look at the people today in the United States raising hens, chickens, ducks, and squabs. Notice the amount of time and care these birds require. See the unsightly buildings, the dirty yards, and think of the money tied up in stock and buildings. Price of feed has almost doubled in the past two years. Where is the profit made? Ask the ordinary man who has a small flock of from 50 to 200 birds, and he will tell you that he barely clears expenses without counting in his time.

A small bed of mushrooms, say of 100 square feet, will yield much larger profits in three months under proper conditions than 100 hens would in twice the time, and with practically no work after the bed is made. Turn your poultry out and use the buildings for mushrooms. It will pay you much better.

We are not asking you to try an experiment. Mushroom growing long ago passed that stage. We have no hesitation in advising all those who have the place and facilities to undertake this business. Our desire is not to crack up mushroom growing to the skies with the idea that you cannot fail, but we do know that if one sticks to it and is careful, observing and persevering, success is the inevitable result, and no other occupation will be found that will pay as well for time and money expended.

Besides this you will find the work pleasant. There is nothing more fascinating than the sight of mushrooms just starting to come up in a new bed. The thrill of pleasure experienced more than pays for time

expended in making and planting the bed. The fact also that mushrooms can always be sold at a most profitable figure by no means lessens the pleasure, we know all will agree.

The demand for mushrooms is steadily increasing every day, and the business is in the heyday of its existence.

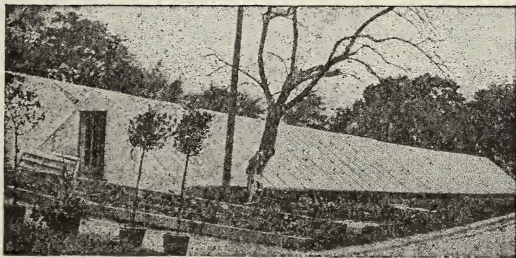
It has been estimated that should the supply of mushrooms greatly increase it will be impossible to fully keep pace with the demand for many years.

ABOUT OURSELVES.

As a prospective customer it may interest you to know something about us and our experience with the mushroom business.

A detailed description of our early failures and successes will not be of general interest. It is sufficient to say that we started about twenty-five years ago with our first beds. A good percentage of excellent crops were the results for the first five years. Prices then ran very high, and \$2.00 a pound was not too much to expect.

After making beds and experimenting for five years we knew the practical side of cultivating mushrooms pretty thoroughly. Bear in mind that when we started mushroom growing was in its infancy, there were no printed instructions, and each grower used his own judgment, oftentimes with no success.



ONE OF OUR 150-FOOT HOUSES

This house cleared \$1,600 the first year over its cost and expenses.

Our methods were practically a success from the first, but we were able to improve them greatly as time went on, thus increasing the productiveness of the bed and also the bearing period.

For a time we utilized most every kind of vacant space for our beds, such as house, barn and stable cellars, under the benches of the greenhouse, in the shed, and finally boarded up the windows of the henhouse, thus turning it into a mushroom house.

Later we built houses especially for plant culture.

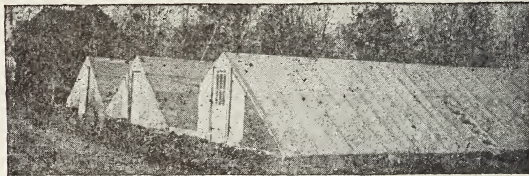
Our place was located at Hyde Park, Mass., being ten miles from Boston. We had five acres of land, which gave us ample space.

The plant consisted of five houses 150 feet long by 20 feet wide.

The picture above shows one of the 150 foot houses. This house cost to build, \$250, and was erected from plans of our own. There was no flooring, the mushroom bed being made on the ground. A walk down the middle enabled us to gather the mushrooms and water the bed when necessary.

This house was built in June, 1906, the manure prepared and the bed made during July, and on the first day of August the spawn was put in. A clear profit amounting to \$1,600, over and above the cost of the house, and all expenses was made. We kept an exact account of results from this house.

Two other houses adjoined this one, and a short distance away were two more of the same dimensions, making five in all. Hot water heat for winter growing was used in all of them. These houses each contained about 2,800 square feet of growing space. Figuring two pounds of mushrooms to each square foot, the output for one planting was about 28,000 lbs. of mushrooms, or fourteen tons. Selling at from 50



OUR THREE UPPER MUSHROOM HOUSES

Aggregating 7,000 square feet of beds

cents to \$1.00 a pound, one can figure it is a most profitable business. It is not necessary to get such high prices, as mushrooms sold as low as 25 cents a pound yield a handsome income.

Hotels, clubs, restaurants and private families were our customers. The price paid ranged from 50 cents to \$1.00 a pound. Our private trade among the best families paid \$1.00 a pound the year around. Quality and not price was their consideration.

We obtained the bulk of our trade among private families, hotels, clubs and restaurants by sending out five hundred circulars to a list of names, stating that we had fresh mushrooms for sale at all seasons. In a short time orders were booked for our entire output.

WHERE TO GROW MUSHROOMS.

No Special Building Necessary—Your Own House
Cellar One of the Best Places.

Mushrooms are grown to perfection in cellars, stables, sheds, boxes, greenhouses, caves, and the like.

Many people think that mushrooms can only be grown in a warm, dark, damp place. This is a mistaken idea. Any ordinary place, heated or not, where the temperature does not go below 35 degrees in winter, and where the bed can be screened so that the direct rays of the sun will not fall upon it, will grow large quantities of this delicacy. The bed should be on a dry bottom, it making no difference whether it is a wooden, cemented or earthen foundation.

The beds may be on the floor, on shelves, or both, but no matter where they are, whether in a dwelling house cellar or other place, if properly made, they emit no odor and are in no way offensive or unhealthy.

First, remember that mushrooms can be grown all the year, both winter and summer. Being under cover, conditions can be made right at all times. There is

no off season and it is never too late to start. Beds bear well, no matter when they are started, provided of course conditions are right.

During the summer or in hot climates a cellar or cave, cement house, or some place that can be kept cool is to be preferred.

We advocate strongly underground cellars or cement houses to those who are starting the business to raise mushrooms for market and who contemplate building in addition to other space at hand. Places of this nature are cool in hottest months of summer in any climate, easy to heat in winter, are indestructible, need no attention or repairs, and pay for themselves in a very short time.

To give an idea of how to construct a mushroom cellar we give the following directions:

Excavate a cellar six feet deep, lining the sides if desired with cement or stones as in a common house cellar. If the earth is hard or clayey and will stand without caving in, stone sides perhaps may not be necessary. Over this place a roof which may be either flat or pitched according to the materials at your disposal. We favor a slanting roof built out of old railroad ties or heavy lumber and made watertight by the use of roofing paper. Then over the roof throw the earth taken from the cellar, mounding it up if desired. Place the loam on top and sow with grass seed. You now have a cellar frost and heat proof, and in which an even temperature can be easily maintained no matter what conditions prevail outside.

Entrance can be made through a bulkhead at one end of the cellar, making a convenient and easy method of getting the materials for the bed both in and out.

Such a mushroom cellar can be built at a slight expense without the help of skilled labor and answers perfectly the purpose for which it is required.

In climates where there are long and severe winters, or in places where the conditions are just the reverse, with long seasons of hot weather, a mushroom cellar as above is especially practical.

Let us not give the idea to the beginner that he must have an expensive, large, or specially built establishment to make a profit at this business. Just

the reverse. No matter where he is located, whether in a cold or hot climate, he has without doubt at hand a good place to grow mushrooms. That is the advantage of cultivating this crop, it requires no capital to start outside of purchasing the spawn and perhaps the manure, and a crop will pay just as big and grow just as well in a cellar, or old shed, stable, etc., at home as in a regularly equipped mushroom plant.

A cellar is one of the best places in which to grow mushrooms, as it usually has a fairly moist atmosphere, and a moderate, even temperature.

It can be under a dwelling house, stable, barn, or shed, or any kind of building. It may be either light or dark. The beds can be made on the floor, or if more space is desired, one or two tiers of shelves can be put up.

The sides of both can be boarded in so as to keep the materials of the bed from falling out, or in the case of floor beds, simply banked up at the sides. These beds can be made so as to fill up the whole cellar, leaving, of course, sufficient space to get in the material and allow watering and picking of the crop. In this way a small cellar can be made to average \$30 a week or more during the bearing season of the bed.

When the temperature does not go below 40 degrees the mushrooms are grown in beds without any covering. In cool cellars or buildings the beds are made deeper and are boxed over or covered with hay or straw or any dry litter; the natural heat of the manure keeping the bed at the correct temperature.

If heat is supplied by furnace, hot water, steam or gas or oil, the beds will need no covering, either before or after the crop appears.

The majority of people are not aware that mushrooms are profitably grown during cold weather; they imagine that like flowers or truck they must be cultivated during the spring or summer. This idea seems to be deeply rooted, for we receive many letters every fall and winter asking if it is not too late to start a mushroom bed, or if it would not be better to wait until spring. As a matter of fact our business is heavier in the spring than in the fall, owing to this popular idea.

Our answer to these enquiries is emphatically, No.

Do not wait until spring to begin mushroom growing. Start now, no matter what the month and season.

Many of our customers are growing mushrooms in the cellars of their residences, either for market or to supply their own table.

Manure beds in a dwelling house may seem highly improper to many people, but when rightly handled these beds emit no odor and are not the least disagreeable or unhealthy, no matter where they are located. The horse dressing should be prepared away from the house, and then taken into the cellar. It is next topped off with one and one-half inches of garden loam and we have a sweet, clean bed that could be handled with safety anywhere. Beds may be made in boxes in the same manner and placed in any convenient place.



A CORNER CELLAR BED

If mushroom beds are to be made in a place with a wooden floor, and it is desirable not to strain or otherwise deface the floor, vulcanite rubber roofing paper can be laid down and the seams cemented together. The paper should be continued upon the wall for about two feet. When this is done a waterproof

bed is the result and the floor and walls are protected from moisture or stain.

Stables and barns have all the facilities of mushroom culture right at hand. Empty stalls and unused portions of the stable or barn floor are among the numerous places a crop can be grown to good advantage, and the material for the bed (horse manure) is always near by.

A greenhouse makes a capital place for the cultivation of mushrooms, and here the mushrooms are grown in parts of the greenhouse nearly worthless for other purposes, such as under the stages, this place being usually unoccupied or used for storing pots, etc. Why should a florist confine himself to one crop at a time in a greenhouse, when he can grow roses or other plants on the benches and mushrooms underneath, both profitable and neither interferes with the other.

Out-door Culture.

In some sections of the country open air beds for mushrooms can be successfully made all the year. Parts of the State of California are suited to this method of culture. San Francisco, Eureka, Independence, and Red Bluff have the requisite degree of temperature. The average temperature where all the year out-door culture can be carried on should be between 48 and 55 degrees. This degree prevails in other places besides those mentioned above.

Some part of the year all over the United States is suitable for out-door beds if a suitable kind of hot bed frame is used. A hot bed of this sort consists of a square or oblong frame made on the ground twelve or fourteen inches high. The sides are made of old boards, and in many cases old railroad ties are used. The ground inside the frame is tramped down hard and firm, then over the top of the frame or boards or other material used a cover is laid to keep the bed warm in cool weather and keep the cold out. In warm weather the bed is kept from drying out and the scorching sun excluded by keeping the top of the frame closed. When raining, the same method suffices. On cool days and at night in the warm weather the frame is left open. Fresh air is thus allowed to circulate

and any dew that may be falling at night keeps the bed moist and assists mushroom development.

An out-door bed of this nature can be successfully carried on during the spring, summer and fall according to the temperature of the place where you reside.

We have already spoken of poultry houses of all kinds as being suitable for mushrooms. Don't overlook them when figuring on this business.

Tunnels, caves, abandoned mines, and many other places will grow great quantities of mushrooms at small expense.

The above are only a few illustrations of places in which mushroom cultivation may be successfully undertaken; others, too numerous to mention, where the same conditions prevail, we are unable to treat upon for want of available space.

SURPRISING PROFITS.

NO CAPITAL NEEDED TO START.

The profits in the mushroom business are most satisfactory to the grower. As practically no capital is required and no special building is necessary, and as most everybody has some unused place suitable for their culture wherein they may be profitably grown, the field is open to all, either as a means of livelihood or the source of profitable recreation.

Government statistics show that the country people are moving to the cities and that farming and the production of food products from the soil is diminishing. That is one reason that the cost of living today is so high. Mushroom growing and other agricultural pursuits offer today great opportunities for wide awake men.

The profit of growing may be estimated from the following:

Beds made according to our directions and in which Imperial Spawn is planted will yield from one to two

pounds of mushrooms to the square foot. The crop will last from two to five months. As fast as a bed is through bearing it is immediately re-made. Beds should be started at intervals of a month or so in order to keep a crop coming continuously.

Suppose for instance for a first trial a bed of 100 square feet is prepared and spawned with Imperial Pure Culture Spawn. This amount of spawn will cost \$3.75. The horse dressing needed for a bed of this size will cost you at most only \$4.50 delivered. In many places you can get it free for the asking, if you will take it away. From the bed we will estimate that 100 pounds of mushrooms are gathered. This would be but one pound to the square foot of bed and is extremely conservative. A good bed rightly made should yield two pounds of mushrooms to the square foot, or 200 pounds from a bed of 100 square feet. The average selling price of mushrooms is around or between 50 cents and 75 cents a pound. At certain seasons of the year they will sell for \$1.00 and \$1.25 a pound. We will infer that the low price of 50 cents a pound is paid you. Viz: 100 pounds of mushrooms at 50 cents a pound is \$50.00, less cost of spawn \$3.75 and manure \$4.50. (Manure may have cost you nothing), which amounts to \$8.25, leaving a net profit of \$41.75.

Notice we are figuring only on 100 pounds from the bed, sold at the low price of 50 cents. Should you get 200 pounds of mushrooms from the bed and sell them for 75 cents a pound, your profit would be 100 more, or \$141.75 net. Figure on the smaller profit, however, and you will be pleasantly disappointed if you make more. A bed 10 feet long by 10 feet wide, containing 100 square feet is a small bed, comparatively speaking. If you have space that will accommodate larger beds your profit will be greater in proportion.

Do not start too small a bed if you have plenty of space, as the heat of the dressing holds better in a bed of fair size than in a small one, and results are more satisfactory.

In what other industry can you invest such a small sum that will pay you as well? What other business can you start in without investing capital? Think it over.

Remember this is an occupation that can be readily undertaken by either sex.

Women and children can grow mushrooms as easily as flowers and plants, and besides the business will yield a handsome profit for time expended. The bed can be made by some masculine member of the family, and after that they can do all of the work themselves. If there, however, is no one to do this, a man could be hired at small expense, as the operation only consists in watering and heaping the horse dressing and putting it in the bed. It is a most simple process fully and plainly explained in the book of instructions sent with the spawn. After that it is nothing hard or dirty to do.

No lady in the land would hesitate to pick mushrooms in the open fields. How much less, then, should she hesitate to gather the fresh mushrooms from the clean beds in her own cellar.

Many people are content to plod along in the same old rut, dislike to undertake anything new. They wait and keep putting off and finally when they awake the chance is gone. You know the old adage, "Opportunity knocks but once at each man's door." This may be your chance. Don't let it go by.

HOW AND WHERE TO SELL WHAT YOU RAISE.

Mushrooms are sold to hotels, clubs, restaurants and private families or to the commission merchant. In every city there are produce dealers and commission merchants who buy and sell all kinds of vegetables outright or on commission. Their customers may be near by or from 200 to 500 miles away. Mushrooms can be disposed of at a good price, for the demand is large and daily increasing. It is a profitable crop for the merchant to handle on this account, as the commissions are proportionately large. He will often buy mushrooms outright when a customer is waiting, but usually they are sent on consignment. That is, the mushroom grower sends by express or otherwise, what he wishes to market and the commission merchant sells the mushrooms to his customers and remits the grower the proceeds, less 10 per cent., which he deducts as his commission.



A CUSTOMER'S FINE RESULTS FROM OUR SPAWN

Dispose of your crop whenever possible direct to the consumer. The profits will be much larger than when the mushrooms are handled through a middleman. Hotels, clubs, restaurants and the private consumer are the best customers.

Mushrooms have good keeping qualities, therefore can safely be shipped to distant points. This is of value to the producer who lives in the country distant from the market. Sent by express or fast market freight, they arrive in perfect condition.

We have known dealers to keep mushrooms in cold storage in good condition for two weeks and at the expiration of that time sell them at a handsome profit.

Mushrooms do not easily freeze in cold weather either in the bed or during shipment, as they yield a sort of oil which protects them and does not allow the frost to penetrate.

We receive many letters from our customers throughout the United States and Canada requesting information as to where they can profitably market what mushrooms they rise. Many of these requests come from the large cities where there is a big demand, but the person who writes is not familiar with the wholesale markets or does not know where to find the commission merchants. For the benefit of these and those in the country some distance from market we have compiled a list of commission merchants, produce dealers and hotels in the large cities of the United States and also some in Canada.

In making out this list and corresponding with the various dealers, hotels, etc., in regard to demand, supply, price paid, etc., even we, familiar as we are with this business, were surprised at the answers received. There seems hardly a limit to the amount of mushrooms that could be sold or used and the average selling price was much higher than we dreamed of. The price paid for mushrooms throughout the country varies from 40 cents to \$1.50 per pound, according to season, supply and quality of the product. In fact, as one large dealer wrote us, "the highest and lowest prices were seldom touched, an average price of between 50 cents and \$1.00 being the rule." Good quality mushrooms rarely sell for less than 40 cents to the commission dealer, while to Clubs, Hotels, Private

Families, etc., 75 cents per pound is easily realized.

During the SUMMER SEASON especially, the market is short of mushrooms and the prices paid are extremely profitable to the grower.

We print below three sample letters from commission merchants, one in New York, one in Chicago, and one in San Francisco. We print these three, for being far apart, one on the Atlantic Coast, one on the Pacific Coast, and one in the centre of the country, they are a good sample of the whole. We have many more just as good all over the country.

CHICAGO.

Replying to your favor of the 9th, beg to state that we are heavy handlers of mushrooms. They have sold this season all the way from \$1.25 per lb. down to 60 cents a lb. However, very few sales have been affected at \$1.25 or 60 cents, sales mostly made from 75 to 80 cents. We are in position to take care of any and all shipments THROUGHOUT THE YEAR.

H. W. & C.

SAN FRANCISCO.

The San Francisco market is a very profitable one for mushrooms. Even in the height of the season when the wild ones are plentiful, the cultivated mushroom brings seldom below 60 cents per lb. Other times they sell for \$1.00 and \$1.25 a lb. There is always a good demand and good firm stock will always sell for from 50 cents to \$1.25 per lb.

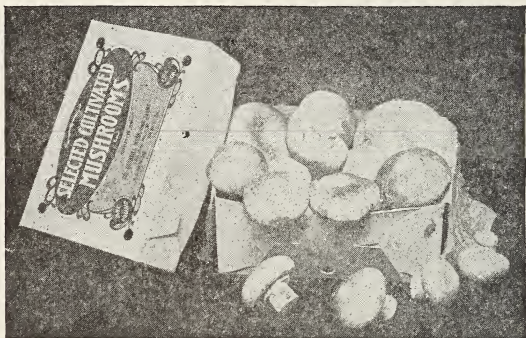
D. E. H. & CO.

NEW YORK.

We handle lots of mushrooms and dispose of all that we receive. At this writing (February, a rather poor season), they are selling in range from 50 to 65 cents per lb. We sell on a commission basis, which is 10 per cent. of gross sales. It is certainly advisable for a grower to raise steady crops all the year, especially in the summer. Cultivated mushrooms in the summer sell for high prices. Last summer we sold mushrooms for \$1.00 per lb, and that was during July and August. There is never any difficulty in disposing of good stock.

J. P. S. CO.

In deference to the above Commission Merchants we do not print here, in our free advertising matter, their name and address, but they appear in full in our MARKET LIST, which we send you free when you order Imperial Pure Culture Spawn.



READY FOR MARKET

OUR LIST OF MARKETS WE SEND TO YOU FREE WHEN YOU ORDER IMPERIAL MUSHROOM SPAWN. It contains a list of Commission Merchants, Produce Dealers and Hotels in nearly all the large cities of the United States, and some in Canada. The places, of which we give you addresses, are markets where you can sell the mushrooms you raise. They are reliable and through them you will get a square deal. They want mushrooms, plenty of them, and will buy outright or else sell on commission all you raise at a good price.

OUR MARKET LIST we print solely for our own customers who use IMPERIAL PURE CULTURE SPAWN. It is not for free distribution and will not be given away except to those who buy mushroom spawn of us. It is given free with each order of spawn, being incorporated in the free instruction book, "How We Grow and Sell Mushrooms."

MUSHROOM SPAWN—WHAT IS IT? •

Mushrooms are grown from spawn or in scientific language, mycelium. It is not a seed, but a mouldy looking substance which develops into a fine white thread-like fibre. This white fibre is really what may be termed the vegetation of the fungi.

Spawn is made from the living flesh of a fresh mushroom. A piece of the tissue is placed in a jar of prepared compost. From this piece of the mushroom, spawn will run and finally inoculate the whole jar. The contents of the jar is then used to impregnate the prepared bricks, this being the form in which the spawn is handled and sold commercially.

Poor spawn in a mushroom bed is a waste of time and labor. It is very discouraging to make a bed, plant the spawn and then wait four to eight weeks without results. The loss is severe, not in first cost of materials or spawn, but in the loss of profits that should have been made had the spawn proved fertile.

A knowledge of the life history and anatomy of the mushroom is not necessary to the cultivator, though he should be positive of the freshness and life giving quality of the spawn which he purchases.

We cannot make this assertion too strong and the answer is, buy Imperial Pure Culture Mushroom Spawn.

Spawn purchased at ordinary seed stores is an uncertain article. It may have been on the shelves for a year or longer and lost all its life and fertility. At its best it cannot be very fresh, as it had without doubt been stored either a longer or shorter time before your local dealer bought it.

Remember we are spawn specialists and the spawn you buy of us will produce best of results.

We were the first to advertise and boom mushroom growing, and sell spawn direct to the grower. We have had practical experience and our methods of growing are tried and proved ones. In dealing with us you can feel assured that our interest in you does not end with the sale of the spawn.

OUR IMPERIAL PURE CULTURE MUSHROOM SPAWN—POSITIVELY FRESH—GUAR- ANTEED.

Imperial Pure Culture Mushroom Spawn can be purchased only from us. It is spawn in its virgin state made by the Pure Culture and Tissue Culture methods direct from large, heavy, meaty mushrooms carefully selected for their superior quality.

Our Imperial Pure Culture Spawn is propagated from the finest mushrooms. The method of manufacture is the result of much study and experimenting and the spawn produces mushrooms of the *Agaricus Campestris* species of the finest texture and most superior eating qualities. They bring the highest prices wherever displayed for sale. In the preparation of this spawn the greatest care and pains are taken and its use makes the mushroom business a most profitable commercial venture. It will produce nothing but an edible mushroom, there being no danger of poisonous growth.

Our spawn is always fresh and in the best of condition. It does not stand around and deteriorate, but is at its highest state of efficiency when sent you. It is shipped when in its prime, being full of vigor and life, and will spread freely and quickly and bear abundantly of fine heavy mushrooms.

Only the best of stock is used in making our spawn, which is manufactured from the largest and finest mushrooms. The result is that the crop produced will be of the same high standard.

We Guarantee Results From Our Spawn.

We guarantee the spawn we send you will produce results if properly planted and attended according to our instructions.

If you do your part to the best of your ability and do not get results, even though you have inadvertently

made some mistake, or things did not go right, we will duplicate your order free of charge. We could not make this offer unless we were pretty sure you would be successful. It is because we know that our spawn is right and that you will do your best that we are willing to help you.

With the right kind of a place (a cellar is best) a bed rightly made from good material, and first-class spawn such as we send you, success must crown your efforts. If it does not we want to know it. We can help you with advice and suggestions and with more spawn if it becomes necessary.

We are in the business to see that you grow mushrooms if you get spawn of us. We do not shirk the issue.

PRICE LIST IMPERIAL PURE CULTURE MUSHROOM SPAWN

(Guaranteed Fresh and Fertile)

Spawn sufficient for
(Trial Order) Bed of

| | | |
|---------------------|----------------------------|--------|
| 50 square feet | (10x 5 or its equivalent) | \$2.00 |
| Bed of 100 sq. ft. | (10x10 or its equivalent) | 3.75 |
| Bed of 200 sq. ft. | (20x10 or its equivalent) | 5.00 |
| Bed of 300 sq. ft. | (30x10 or its equivalent) | 6.25 |
| Bed of 400 sq. ft. | (40x10 or its equivalent) | 7.25 |
| Bed of 500 sq. ft. | (50x10 or its equivalent) | 8.00 |
| Bed of 600 sq. ft. | (60x10 or its equivalent) | 8.75 |
| Bed of 700 sq. ft. | (70x10 or its equivalent) | 9.50 |
| Bed of 800 sq. ft. | (80x10 or its equivalent) | 10.25 |
| Bed of 900 sq. ft. | (90x10 or its equivalent) | 11.00 |
| Bed of 1000 sq. ft. | (100x10 or its equivalent) | 11.50 |

**The Spawn Will Retain Its Fertility for at Least
Six Months—Store in a Cool, Dry Place**

If it is desired that the spawn be shipped by freight add 35c to the above price for cartage to railroad station.

Quotations on larger amounts on request. Spawn can be shipped at all seasons of the year, hot or cold, without injury. We guarantee safe delivery.

Please order Imperial Spawn in lots as given above in the price list.

OUR NEW 70-PAGE ILLUSTRATED INSTRUCTION BOOK "HOW WE GROW AND SELL MUSH- ROOMS."

Sent Free with Imperial Spawn

With each first order of Imperial Mushroom Spawn we send free of charge our new, large book of instructions, "How We Grow and Sell Mushrooms," which contains complete instructions on mushroom growing, together with the fitting out of the cellar, mushroom house or other place wherein they are to be cultivated, from beginning to end.

This book tells what to do and what not to do and detailed instructions are given on every phase of the business, nothing being left to guess at. It is written in plain, every-day language that a child could understand.

This book has just been revised and rewritten and much new and up-to-date matter added. The information of the book alone is worth more than the price you pay for a small order of spawn.

HOW WE GROW AND SELL MUSHROOMS embodies methods that we have successfully practiced ourselves for many years in making our mushroom beds and disposing of our crops. No previous experience is necessary. The benefit of all our experience is at your service and you learn simply by reading the book what it has taken us many years to acquire by costly experimenting.

Do not confound our book with the 12 or 16 page pamphlets given or sold to the purchasers of spawn by dealers purporting to start you successfully growing mushrooms.

HOW WE GROW AND SELL MUSHROOMS is printed on good heavy paper and attractively bound. Only one copy is given to each purchaser of Imperial Spawn. Extra copies 60 cents each.

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NOTE:—This book is intended solely for our customers who use Imperial Mushroom Spawn. If ordered separately without spawn the price is 60 cents post paid. If desired you can send us the amount that you wish to invest in Imperial Mushroom Spawn and we will forward the instruction book at once and hold the spawn until you are ready for it.

However this is not necessary unless you expect to be long delayed in preparing your beds.

OUR INSTRUCTION BOOK BEST ON THE MARKET

Received your book, "How We Grow and Sell Mushrooms." Have read it through and think it is the best book on the subject on the market, and think it well worth the price and a great deal more.

E. T. H., New York, N. Y.

BOOK OF INSTRUCTIONS VERY PLAIN.

I received the spawn all right and have composited my manure and shall make the bed the noon of the 13th. Everything is going nicely. The book, "How We Grow and Sell Mushrooms," is great, making everything very plain. With it I certainly ought to have the best of success.

J. A. W., No. Weare, N. H.

INSTRUCTION BOOK BEST EVER SEEN.

Your book of instructions given free with the Imperial Spawn is the most complete and comprehensive of its kind I have ever seen.

J. H. C., Phila., Pa.

HOW TO MAKE A START.

Our book, "How We Grow and Sell Mushrooms," sent with each first order of spawn, contains in detail complete information for making the beds, etc. **DO NOT MAKE YOUR BED UNTIL YOU GET IT WITH THE SPAWN.**

The book we enclose with your order of spawn, or in case you do not want the spawn at once, it is mailed to you.

OUR PROPOSITION.

The object of this booklet is threefold.

First To introduce ourselves to you.

Second. To make you acquainted with the possibilities of the mushroom business.

Third. To present to you clearly and concisely the advantages to be derived by the use of our Imperial Pure Culture Mushroom Spawn.

We hope we have covered the subject thoroughly, but should there be any points upon which you wish further advice write us a letter enclosing a two-cent stamp for a reply. We think, however, that if you read this booklet carefully you will find that we have anticipated your question.

We know that you will be satisfied with the results you will get from the spawn we send you, so that you will become a regular buyer. Our interest does not end with the sale of the spawn to you, Your success

is our success, and we believe a satisfied customer is the best of all advertising mediums. We are glad to help you at any time with suggestions or advice and will appreciate photographs of your beds and letters describing results.

Figure out the size of the bed that you intend to make. If it is ten feet long by ten feet wide, it will contain 100 square feet and the spawn that you will need will cost \$3.75. If your bed is larger or smaller, estimate the number of square feet that it contains and then turn to the price list where you will find Imperial Spawn listed in quantities sufficient to plant from 50 to 1,000 square feet of beds.

The preparation of the bed will take but little time and you will need only some common garden soil and fertilizer (ordinary horse manure either mixed or not with bedding) easily obtainable in your neighborhood at little or no expense.

There is positively no odor from the bed.

From a mushroom bed properly prepared with horse dressing, in its proper proportion, and then topped off with a covering of one and one-half inches deep of clean garden loam, not the least odor will be experienced, and a bed of this sort can be taken into any room of a house without the least offence.

Fill out the order blank herewith (which we save and file away for future reference), place it with your remittance in our addressed return envelope, and mail it to us. Immediately on its receipt we will send you by express or freight the amount of Imperial Spawn with the instruction book and supplies that your order calls for.

If you are dissatisfied with the spawn when you get it, send it right back to us and we will cheerfully return your money.

Can any offer be fairer? Try it and be convinced.

References: The Adams Express Co., National Express Co., American Express Co., Wells Fargo Express Co.; our many customers (names upon application), also bank references if desired.

Canadian points, duty free.

Make remittance by postoffice or express money order, or by cash by registered mail. If you send a personal check add 10c., cost of collecting it. If de-

sired we will accept one or two-cent stamps for amounts less than \$1.00. Stamps of larger denomination we have to sell at a loss. We will ship promptly the same day we get your order. Address:

NATIONAL SPAWN AND MUSHROOM COMPANY
BRIGHTON, BOSTON, MASS.



PREPARING DRESSING FOR OUR BEDS

UNSOLICITED LETTERS FROM SATISFIED CUSTOMERS.

Read these letters through, they will interest and surprise you. What others have done you can do also. Anybody, young and old of both sexes, can undertake this business and make a big thing out of it. You have the assurance that when you buy 'mushroom spawn' of us you will be treated right, the same as these customers were.

Deal with an old and reliable firm. We were one of the first to grow mushrooms, raised them steadily for many years, and were the first to advertise spawn and

place it direct in the hands of the grower. We are originators not imitators.

**READ WHAT OUR CUSTOMERS SAY. YOU CAN
EASILY DO AS WELL.**

The following testimonials are a few reproductions of letters from our customers. They are on file at our office. We will forfeit \$100 to any person who will prove that we cannot produce the original. As it would entail much trouble and correspondence to our customers we do not print here, in our advertising matter, their full name and address.

I am now nearly ready for more spawn. I did well last winter for a first trial. I tried another kind of spawn at the same time, but yours was far superior. You may send me enough for 75 square feet C. O. D.
Mrs. C. W. P., Racine, Wis.

SPAWN JUST AS GOOD AS CLAIMED.

I am very happy to say that the Imperial Spawn we got of your company was just as good as you claim. We had our first mushrooms in eight weeks after spawning. The bed is in a stable cellar.

Mrs. W. R. L., Brooklyn, N. Y.

**MUSHROOMS SELL IN OTTAWA, CANADA, FOR \$1.00
AND \$1.25 PER POUND.**

Enclosed please find an order for more Imperial Spawn. There is money to be made here growing mushrooms. They sell for \$1.00 and \$1.25 per pound.

**MUSHROOMS SELLING IN TOLEDO, O., FOR \$2.00
PER POUND.**

Enclosed find \$3.75 for Imperial Mushroom Spawn. I went to a store here, the largest one in Toledo, and priced mushrooms. They were selling for 55 cents for 1-4 pound, and \$2.00 a pound.

Miss G. W., Toledo, O.

MADE ENOUGH FROM A SMALL BED TO BUILD A MUSHROOM HOUSE.

The Imperial Spawn I bought of you a year ago has net me enough to build a mushroom house. My house is going to be 5 by 50 feet. You will hear from me again in a short time. W. S., So. Des Moines, Ia.

MARVELOUS RESULTS FROM A SMALL BED.

I have two beds planted with Imperial Spawn and they are doing finely. We have the beds down in the cellar and have followed your book to the letter and the results are really marvelous. Every day we get about two pounds of the finest I have ever seen. We use them right here in our own cafe. For instance, this evening we had chicken fricassee with mushrooms.

C. W. L., New York, N. Y.



AN OUTDOOR SUMMER BED

BED WAS A FINE SUCCESS.

Sirs: It is with great pleasure that I write you. Last year I had spawn from you and planted it the last of

the old year. I am glad to say that I had very good success. The crop was about seven weeks in coming up and they have been coming ever since.

W. L., Cleveland, O.

BED BEARING VERY HEAVILY.

Please find enclosed \$5.00, for which send me Imperial Spawn to plant 200 square feet. My first bed is bearing very heavily. I have a bed of 50 square feet and have picked from it already over 30 pounds. I am selling them for 75 cents a pound.

GOT TWO BUSHELS OF MUSHROOMS AT ONE PICKING.

Our mushroom bed has been bearing finely. Yesterday we had nearly two bushels of mushrooms from it. We are selling them right here in town.

Mrs. W. H. M., Boulder, Col.

FIRST BED A SUCCESS.

I enclose herewith money order for more Imperial Spawn. The first bed I planted proved a success. I sold the mushrooms for 75 cents a pound. I have second bed ready now and will have a third in about a month. I have to go slow as my capital is not large.

R. McC., McKeesrocks, Pa.

SAYS OUR SPAWN IS EXACTLY AS REPRESENTED

Please ship balance of spawn amounting to enough to plant 200 square feet as ordered last August. I have two beds that are growing nicely. I have gathered some fine mushrooms and they began to come up in eight weeks. I acknowledge your spawn to be exactly as you represent and if planted and cared for as directed in your book success will be achieved.

J. A. B., W. Phila., Pa.

I bought a \$2.00 order of your spawn and have had good success. I had no trouble in selling them for 90 cents per pound. There was a big demand for them, so I made my own price.

R. W. DOANE, Mass.

May 28, 1908.

I wrote you a while ago about my mushroom bed; how splendidly they were coming and how I was bubbling over with enthusiasm. I have since sold mushrooms to my grocer for 60 cents a pound, he selling them for 75 cents.

Mrs. W. J. D., Chattanooga, Tenn.

Enclosed find \$11.50 for spawn enough for 1,000 square feet. I had first class results from the spawn you previously sent me. You sent me some to Bay Ridge last spring and the results were A No. 1. I sold my stock to Acker, Merrill & Condit and got \$1.00 a pound net. I am doing business with them and expect to become an extensive grower.

M. A. M., New York City.

The mushrooms from the spawn I got of you are just beginning to come up. I showed them to a friend of mine and he is going to start a bed. I am perfectly satisfied

J. K., Watertown, Mass.

I bought some spawn of you and must say that I have got as fine a lot of mushrooms as you ever saw. I have got a market for all I can grow at 50 cents per pound. Please find herewith P. O. order for \$3.75 for 100 square feet.

A. I. W., Chicago, Ill.

Enclosed find \$11.50, for which send me spawn for 1,000 feet of beds. Two years ago I sent you for enough for 50 square feet, found it all right, and now have room in cellars for 5,000 or 6,000 feet. I intend to make a business of it.

Yours truly,

L. C. B., Pontiac, Mich.

Price List of Supplies

OIL HEATERS.

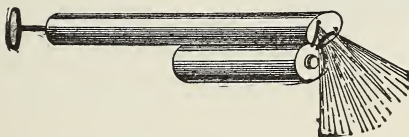
By the use of an oil stove mushrooms can be grown in a cold shed or outhouse all winter. They burn but little fuel, and the expense is hardly worth mentioning when compared with the profits from the bed. These stoves are made from stamped steel throughout. They are light, being easily moved about by means of the handles. Top is removable so that water can be heated, etc. Eight-inch wick, height 27 inches, weight crated 18 lbs., net weight 10 lbs.

Price, Black with Nickel Trimmings\$6.50

"All Nickel" 5.00

Sent by express or freight.

INSECT SPRAYER



For use with Reliable Insecticide. It is more economical to use than a watering pot, giving a finer spray and does not use as much insecticide. It is made of heavy tin. Price 75 cts. each. By mail 28c extra.

CARD BOARD BOXES.

Folding, capacity, 1 lb. Mushrooms, \$1.75 per hundred.

Folding, capacity, 2 lbs. Mushrooms, \$2.00 per hundred.



HOT BED THERMOMETERS.

Made with a pointed brass end with holes so that it can be inserted in a hot bed and accurate temperature taken. Invaluable to mushroom growers in making the bed and planting the spawn. Tested for accuracy and of high workmanship. Price, each \$2.00. Shipped by express only.

Cannot be packed with the spawn.

RELIABLE INSECTICIDE.

Mushrooms, like all growing plants, are subject to the depredations of insects. If proper precautions are taken there is little danger to the crop. Our Reliable Insecticide exterminates all pests of this kind and prevents their return. It is a fertilizer as well as an insecticide and is good for the beds.

For use on Mushroom Beds. Exterminates Maggots, Flies, Sow Bugs, Snails, Wood Lice, and other insects. Is odorless, non-poisonous, does not injure the growing mushrooms not affect the flavor. Evaporates soon after being applied.

Invaluable in warm climates where insects abound.

Reliable Insecticide is a jelly soluble in water, and is a secret preparation and can be obtained only from us. The 1-4 lb. size is dissolved in 15 gallons of water, and is sufficient to spray a bed 5 feet wide by 10 feet long, containing 50 square feet, for 3 months. The 1-2 lb. size is dissolved in 30 gallons of water and is sufficient to spray a bed containing 100 square feet for 3 months.

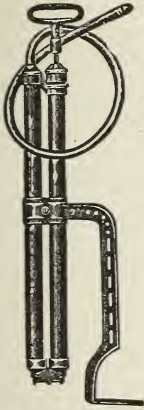
Price.

| | |
|--|--------|
| 1-4 lb. Can (makes 15 gals. of liquid) | 65c |
| Postage 8c extra. | |
| 1-2 lb. Can (makes 30 gals. of liquid) | \$1.00 |
| Postage 13c extra. | |
| 1 lb. Can (makes 60 gals. of liquid) | \$1.50 |
| Postage 22c extra. | |

Cannot be packed with the spawn.

Directions for use: Spray over the bed once every three days. Apply in a watering pot, sprayer, or any convenient method.

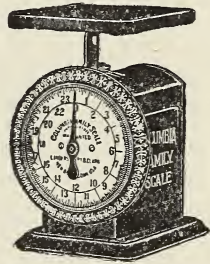
SPRAYING PUMPS



Designed for spraying mushroom beds and for other light sprinkling purposes. Constructed of brass so that any acids used, will not affect the pump. Will throw a continuous stream 12 feet. The work is all done on the down stroke making it very handy in operation. Can be used to spray from pail or other convenient source.

Price \$7.50 each

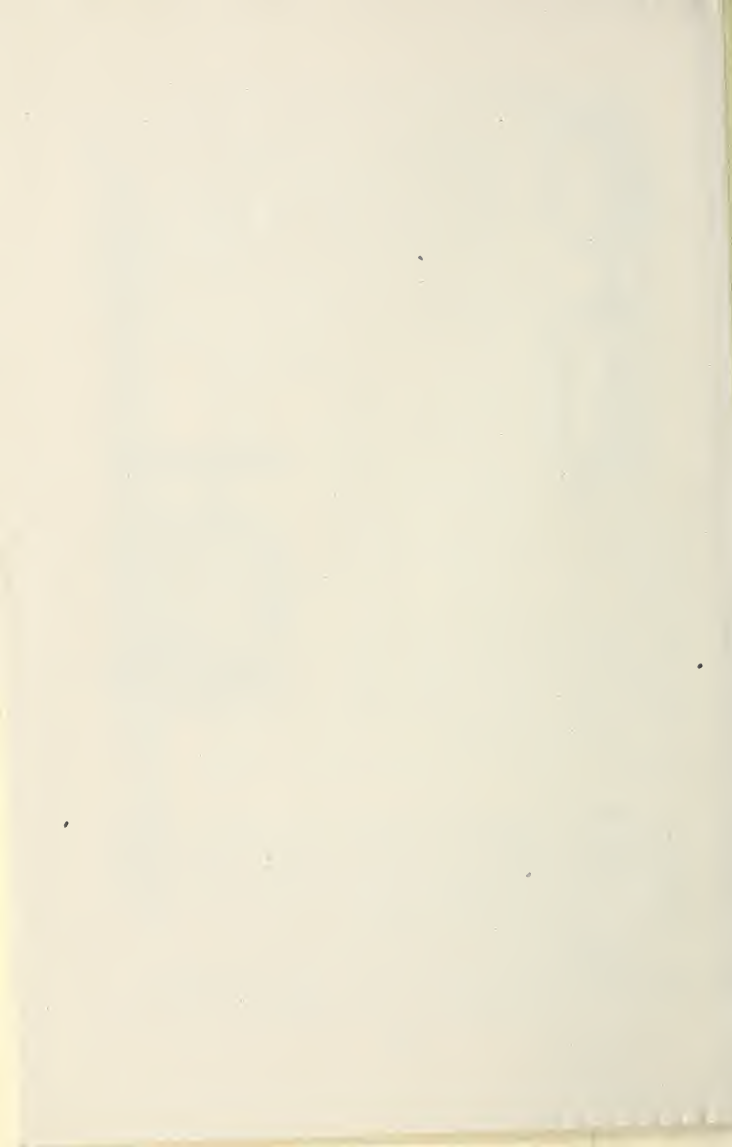
These scales weigh up to 24 lbs. by ounces. Made of sheet steel. Finished in black enamel. decorated in gilt. Regulated by brass screw on top. White enamel dial. Accurate and will last a lifetime. Just the thing for weighing mushrooms. Price with top plate (like cut) \$1.50; with scoop, \$3.50. Sent either by express or freight.



NOTICE.—We make no charge for packing or boxing of orders. If goods are not satisfactory return them immediately and money will be refunded. If your order is to go by freight send 35c. additional for cartage to freight station. Address

NATIONAL SPAWN AND MUSHROOM CO.

Brighton, Boston, Mass



SOLD FIFTY POUNDS OF MUSHROOMS FOR \$1.00
AND \$1.50 PER POUND.

Enclosed please find \$3.75 for spawn to plant 100 square feet of bed. I had very good success with my last little bed, selling over 50 pounds for from \$1.00 to \$1.50 per pound.

G. L. D., Hanison, N. Y.

WAS OFFERED \$1.50 A POUND FOR HER MUSH-
ROOMS.

Thanks to your explicit book of instructions sent me with my spawn I have succeeded in raising a stunning crop of mushrooms. I submitted them to one of our leading hotels right here in town, and was offered \$1.50 a pound. Of course this was for the fancy output, but the whole crop was composed of unusually large, fine stock. It is a fascinating business, and I can see it is bound to be a success.

Helen L. F., New York City.

RAISED ONE HUNDRED POUNDS OF MUSHROOMS.

We raised 100 pounds of mushrooms from a small bed planted with your Imperial Spawn. We consider it perfectly satisfactory. F. H. G., New York City.

MUSHROOM HOUSE PLAN, \$1.50

WE have had made up by a prominent architect a plan of a wooden house such as we used for the cultivation of mushrooms.

This plan gives all the details of construction of a mushroom house, showing size and thickness of boards and rafters, heating apparatus, and gives all necessary information so that a contractor can go ahead and put up the building.

This architects' drawing or blue print, was made especially for us, and would ordinarily sell for \$5.00 to \$10.00 according to the standing and prominence of the designer.

For the benefit of our customers we have set the price at \$1.50.

Sent by mail, post paid, in a neat mailing tube.

Combination Offer, Book, "How We Grow and Sell Mushrooms," and Mushroom House plan, \$1.75.

MAKE YOUR OWN MUSHROOM SPAWN

Complete Instructions, \$2 00

We publish a book entitled, "How to Make Pure Culture Mushroom Spawn," giving all information on making pure culture spawn so that any novice can make spawn for mushroom beds and thus save much money. The price of this book is \$2.00.

This book will enable you to make your own spawn at little cost. The process is simple and easy. No special apparatus is needed. All that is necessary is first a fresh mushroom from your own beds from which to make your cultures; a little leaf mould or horse manure for compost; a few glass fruit jars in which to place the compost that the spawn is started in; a common wash boiler in which to sterilize the jars and a common knife to cut up the mushroom.

This book is written and published by us alone. You cannot get explicit information such as we give elsewhere.

You can make money selling spawn to your neighbors and local growers and build up a nice business, besides being able to plant your own beds at a trifling expense.